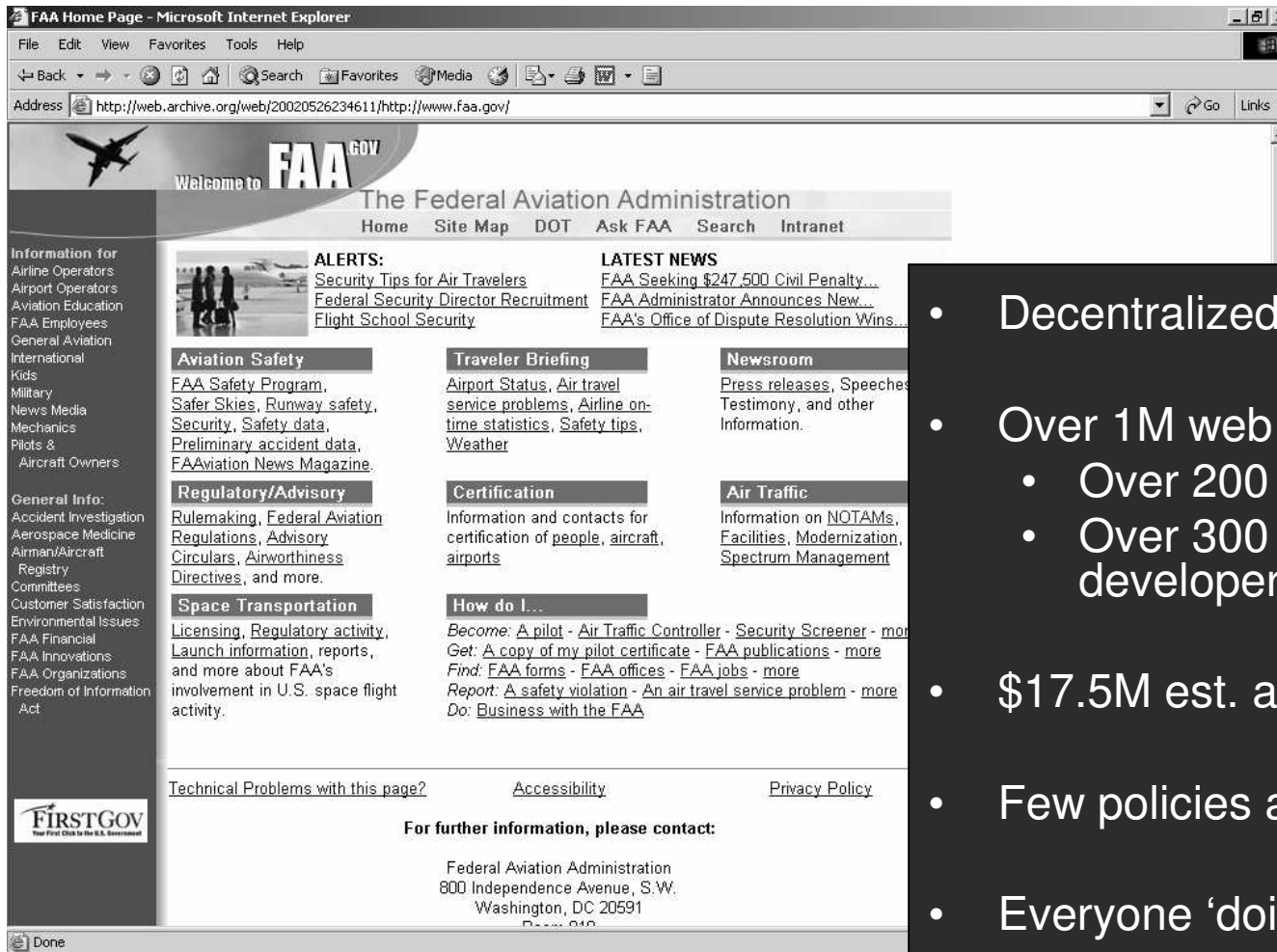


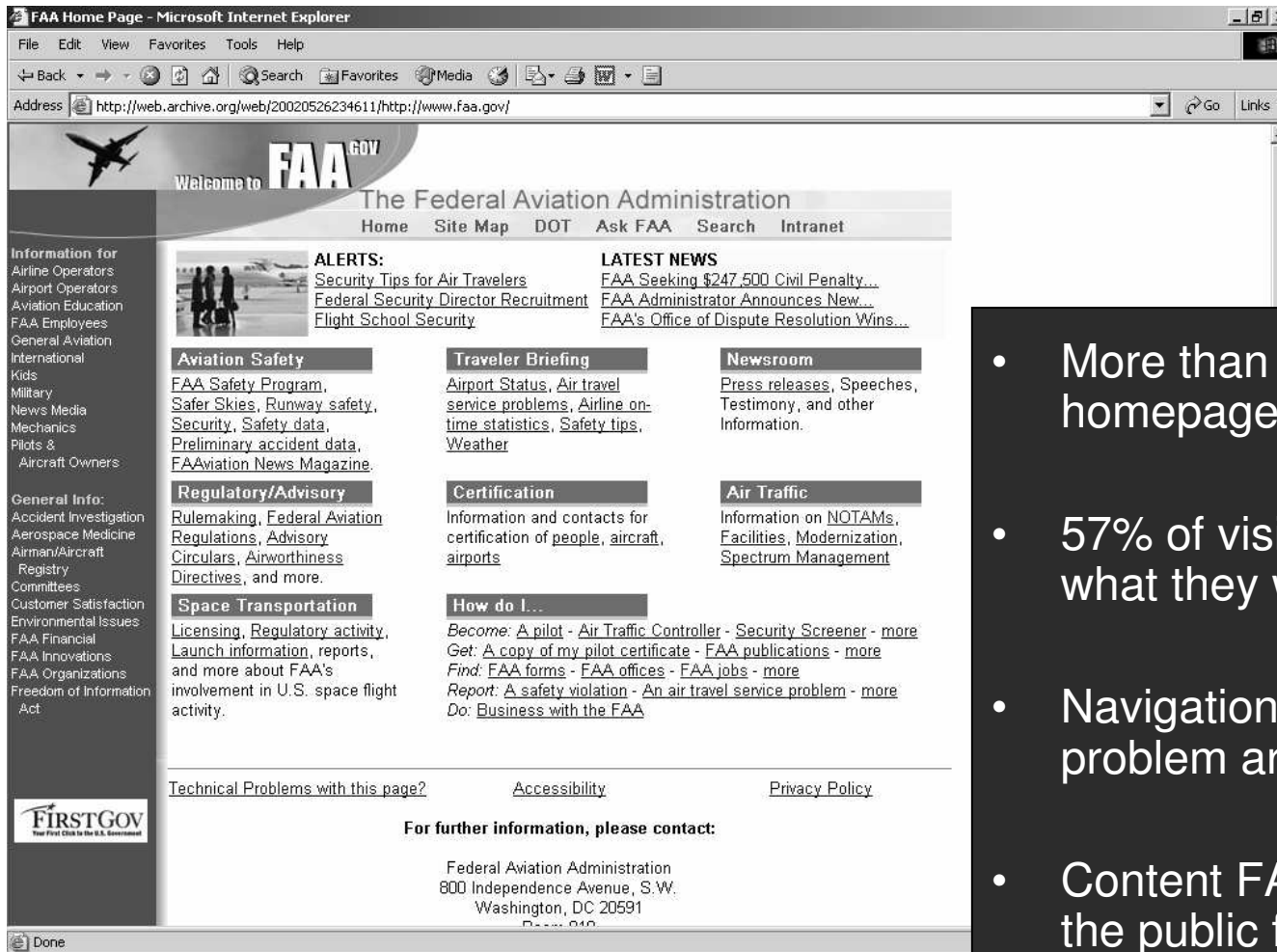
FAA Web Background



- Decentralized web management
- Over 1M web pages
 - Over 200 servers
 - Over 300 registered developers
- \$17.5M est. annual cost
- Few policies and standards
- Everyone 'doing their own thing'



Changes Needed



- More than 85 links on the homepage
- 57% of visitors couldn't find what they were looking for
- Navigation & search were big problem areas
- Content FAA centric, rather than public focused



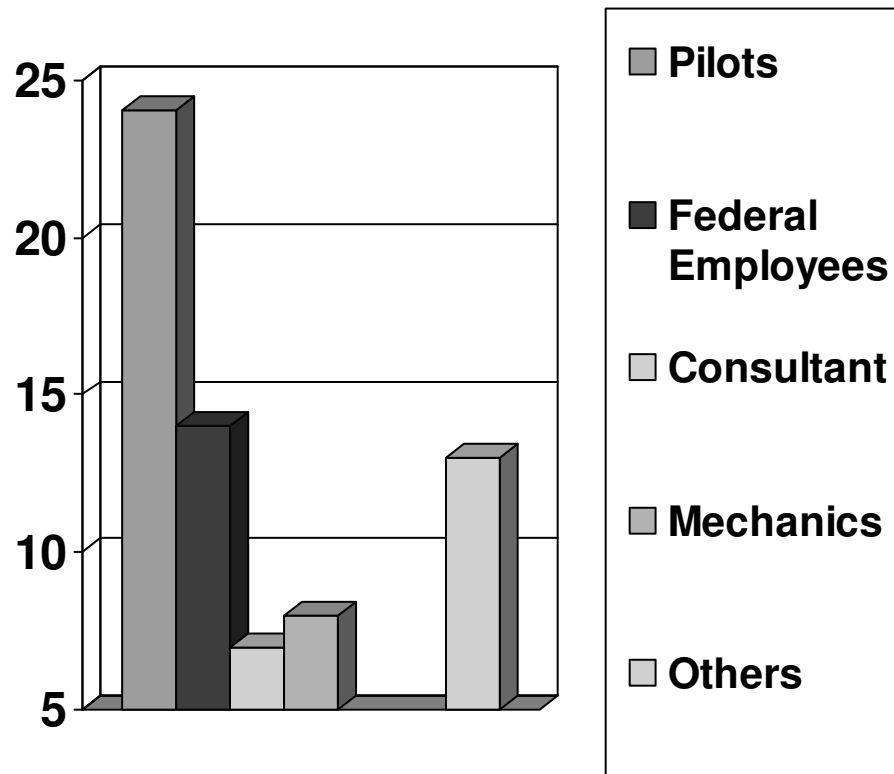
Who Visits the FAA Web?

- 1.7 M+ visitors a month to faa.gov
 - Largest groups are pilots & federal employees
 - 24% are first time visitors
- 421,000 + hours on the site a month
 - What are they looking for?
 - Did they find it?
- Began web satisfaction survey in July 2003
 - FAA scores one of the lowest in government

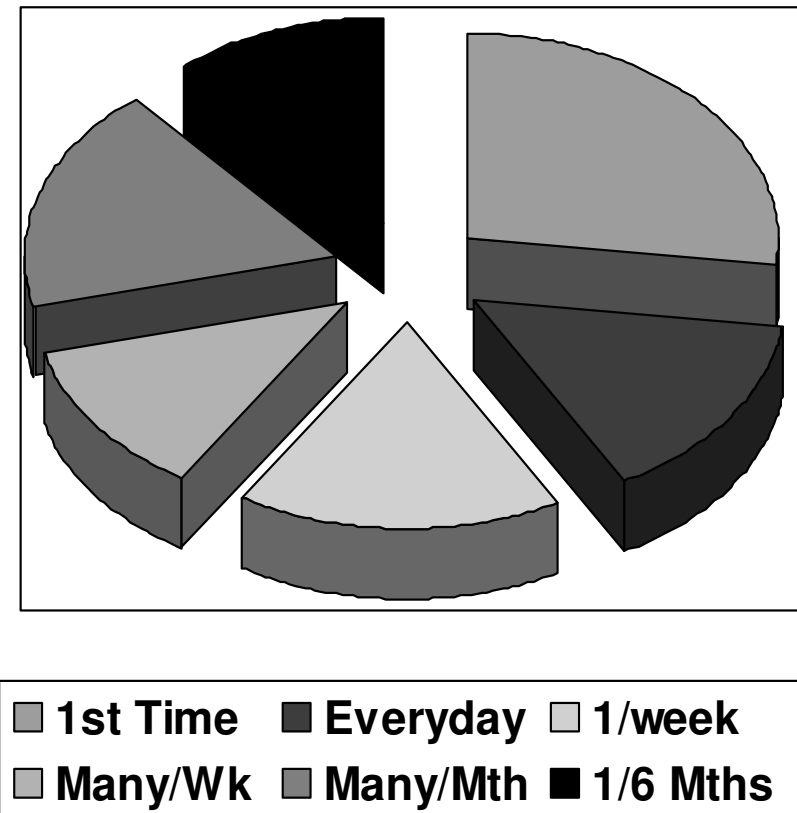


What the Survey Tells Us

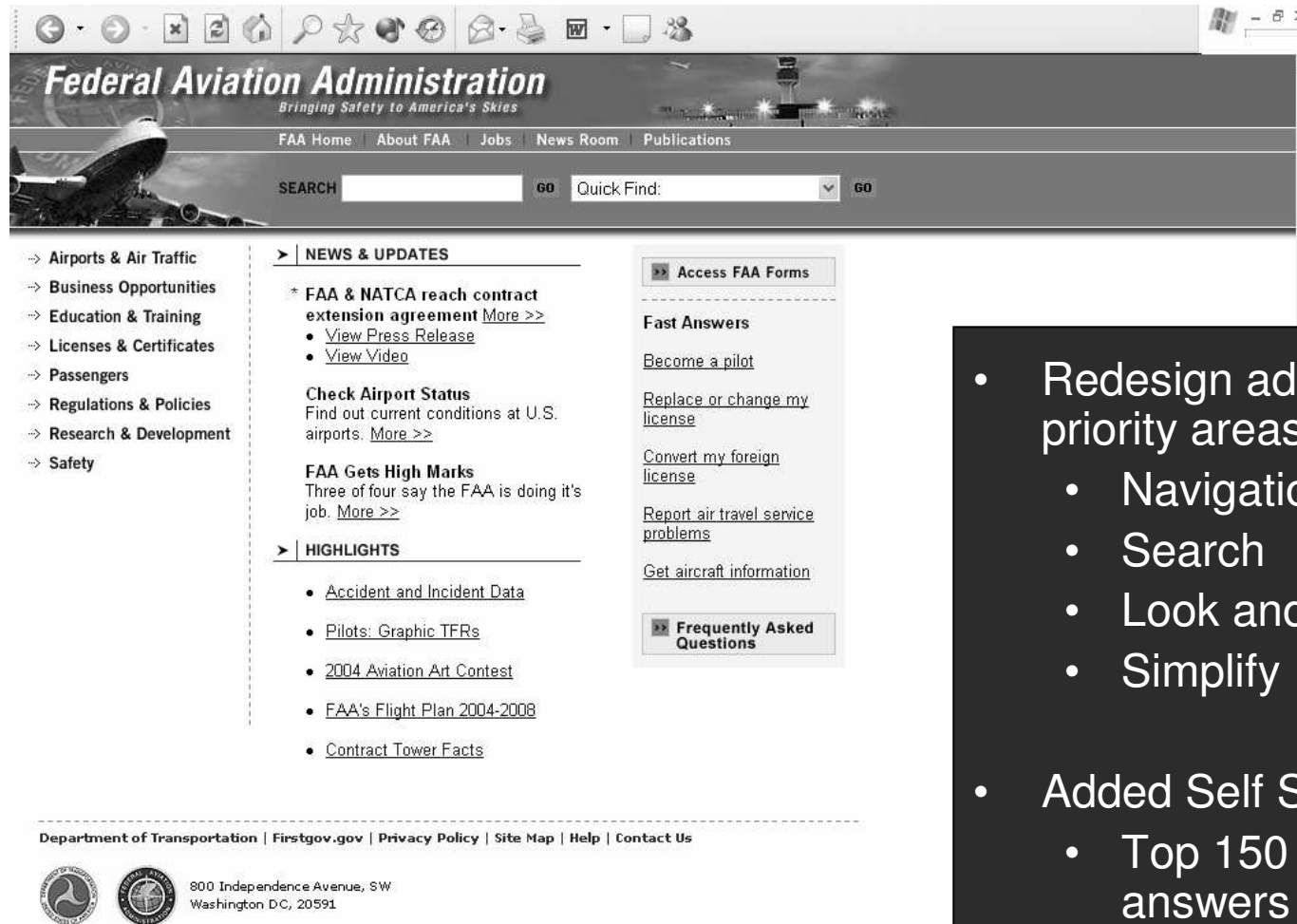
Visitors



Frequency



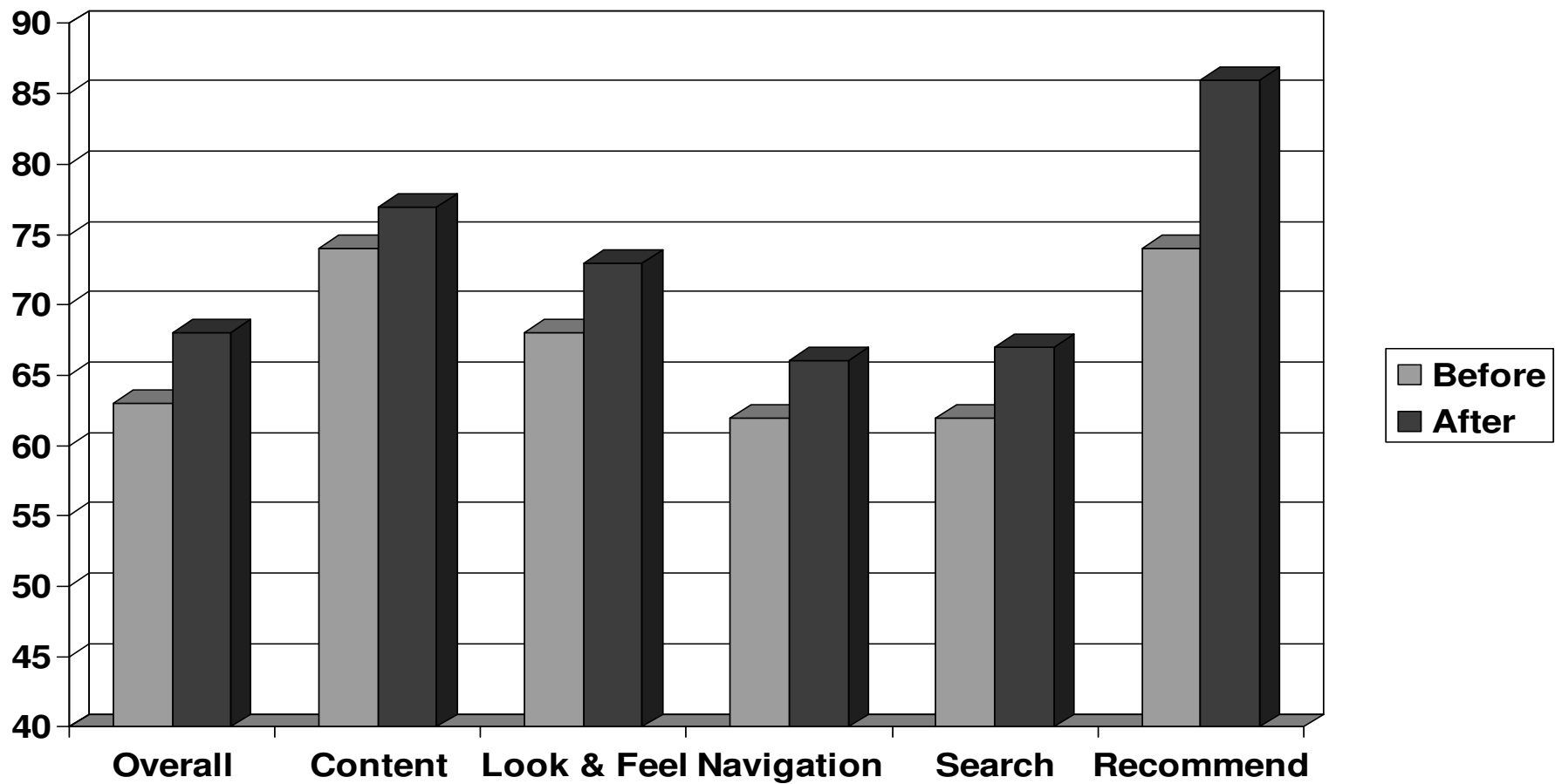
New Look for FAA Web (September 2003)



- Redesign addressed top priority areas
 - Navigation
 - Search
 - Look and feel
 - Simplify
- Added Self Service for FAQs
 - Top 150 questions and answers



Improvements!



Key Audiences More Satisfied

- Pilots overall score up by + 4 points
 - Search scores up by + 5
 - Navigation scores up by + 4
 - Look & feel up by + 4
- First time visitors
 - 5% more, 7% more satisfied
 - 61% find what they're looking for
 - 10% more than pre-redesign

